1-Page 1
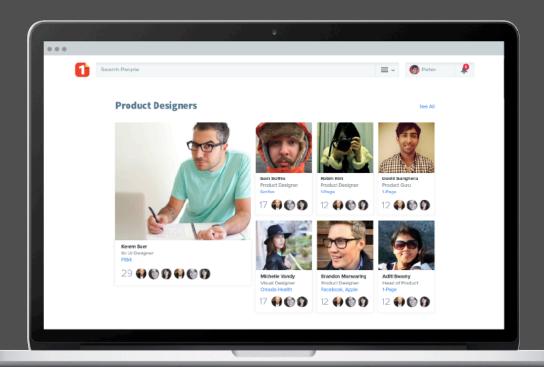
1-PAGE LIMITED

Next Generation of Sourcing, Assessment & Innovation

June 2015

ASX:1PG

DISCLAIMER

Some of the information contained in this presentation contains "forward – looking statements" which may not directly or exclusively relate to the historical facts. These forward – looking statements reflect 1-Page's current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of 1-Page. Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from 1-Page's current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.

CONTENTS

- Summary & Corporate Snapshot

- Market Opportunity

- 1-Page Source

- 1-Page Assessment

- 1-Page Innovation

- Revenue Model

- BranchOut Acquisition

SUMMARY

- 1-Page is a revolutionary cloud-based human resources Software-as-a-Service platform, currently employed by leading global and US companies.

- Three platforms revolutionising the way companies source, qualify and engage employees:

  - 1-Page Sourcing Platform (70% of revenue)

  - 1-Page Internal Innovation Platform (20% of revenue)

  - 1-Page Talent Assessment Platform (10% of revenue)

- 1-Page Sourcing Platform undergoing staged deployments. Sourcing is anticipated to be the bulk of expected revenue.

- Product development continues at rapid rate with second generation (V2) of 1-Page Sourcing Platform on target for launch in July 2015.

- Significant pipeline of potential clients on all three platform, 189 clients in current pipeline.

- UST Global partnership – enabling quicker access/integration/on-boarding of potential clients (including some of the world's largest companies).

- Massive expansion/cross-selling opportunities through 1-Page's Land & Expand Model.

- Distribution agreements with AppDirect and ADP Marketplace to sell on syndicated marketplaces.

CORPORATE SNAPSHOT

CAPITAL STRUCTURE

SHARES ON ISSUE: 133.49m

RIGHTS[1]: 10m

OPTIONS: 14.46m

MARKET CAP: Fully diluted at $1.53/share: $241m

CASH BALANCE: A$11.3m as at 30 May

[1] 5M RIGHTS: A$1M IN REVENUE, 5M RIGHTS: EBIT A$1.25M

SUBSTANTIAL HOLDERS:

Joanna Riley Weidenmiller: 11.70%

Patrick Riley: 8.96%

TOP 20 SHAREHOLDERS: 67%

BOARD OF DIRECTORS

JOANNA WEIDENMILLER
as Managing Director

SCOTT MISON
as Non-Executive Director and
Company Secretary

RUSTY RUEFF
as Non-Executive Chairman
(BOD Glassdoor, BOD HireVue,
former EVP HR Electronic Arts)

MAUREEN PLAVSIC
as Non-Executive Director
(former CEO of Seven Network, Australia)

CURRENT CLIENTS

BevMo!

$ 1B 👤 5,000

Talent Assessment Platform

UST Global

👤 15,000

Talent Assessment Platform

orange

$ 60B 👤 168,000

Talent Assessment Platform

Alex Lee. Inc.

$ 3B 👤 10,000

Talent Assessment Platform &
Internal Innovation Platform

splunk >

(NASDAQ: SPLK)

$ 7B+ 👤 1,000

Talent Assessment Platform

PANDORA

$ 3B+ 👤 1,300

Talent Assessment Platform

COUPONS.com

(NYSE: COUP)

$ 800M+ 👤 500+

Talent Assessment Platform

Red Bull

👤 10,000

Talent Assessment Platform

CHAMPS SPORTS

*Subsidiary of Foot
Locker Inc.*

👤 44,000

Talent Assessment Platform

FIRST REPUBLIC BANK
It's a privilege to serve you℠

(NYSE: FRC)

$ 7B+ 👤 2,174

Talent Assessment Platform
& Sourcing Platform

DESTINATION HOTELS & RESORTS

👤 9,000

Talent Assessment Platform

Omnicom

*Subsidiary of Omnicom
Group*

Talent Assessment Platform &
Sourcing Platform

accenture >

$ 58B 👤 300,000

Sourcing Platform

Fitness First

AUSTRALIA

👤 10,000

Sourcing Platform

sears

(NYSE: SHLD)

$ 3.5B+ 👤 250,000

Talent Assessment Platform

amazon.com

$ 170B+ 👤 153,000

Sourcing Platform

avanade®
Results Realized

👤 22,000

Sourcing Platform

PROVIDENCE Health & Services

👤 76,000

Sourcing Platform

**Large Financial
Institution**

👤 +100,000

Internal Innovation Platform

6

LEADERSHIP TEAM

Joanna Weidenmiller
Chief Executive Officer, Co-Founder
- Nominated Female Entrepreneur of the Year 2012
- Built and sold Performance Advertising
- Co-Founder 360Fashion Network – scaled to 10M users
- Recruited at the FBI after college
- Ranked in top 50 Movers & Shakers in HR/ Recruitment 2014
- Full Scholarship & National Rower (University of Virginia)

Justin Baird
CTO and Head of APAC
- Innovationist at Google
- Director, Product Management at Dolby
- Research and Design Engineer at Meyer Sound

Jeff Mills
Chief Revenue & Operations Officer
- Sales Development at Yahoo!
- Director of Sales at Kayak/SideStep, Inc.
- VP of Sales and Partnerships at Criteo
- Chief Revenue Officer at Gengo

David Sanghera
Head of Product
- Head of Marketing at TrackR
- Senior Product Manager at Oracle
- Product Manager at DreamWorks

Jeremy Malander
Head of Customer Success
- Dir. of Customer Success at Bluejeans
- Manager of Global Customer Engagement Operations at Yammer
- Customer Success Manager at Salesforce

MARKET OPPORTUNITY

GLOBAL RECRUITMENT MARKET

112M
U.S. WORKFORCE
Worth $190B in 2013
IBISWorld

3B
GLOBAL WORKFORCE
Worth $589B in 2013
IBISWorld

+ REPEATING: 100% TURNOVER EVERY 2.4 YEARS
(U.S. Bureau of Labor Statistics)

+ GROWING: 600M New HIRES every 15 years
(U.S. Bureau of Labor Statistics)

+ CHANGING: Baby boomers retiring 10K/Day
2030: Millennials 75% of workforce
(PBS, U.S. Bureau of Labor Statistics)

+ LinkedIn's reported revenue of $643 million in Q4
2014 (57% directly from recruiting)

THE GLOBAL RECRUITING MARKET IS MASSIVE & GROWING

GLOBAL RECRUITMENT MARKET
TO GROW BY **$87 BILLION NEXT YEAR**

$456B
IN 2015

$369B
IN 2014

***LinkedIn's reported revenue of $643 million in Q4 2014 (57% directly from recruiting).

ENTERPRISES WANT TO HIRE PASSIVE CANDIDATES

UNTOUCHABLE

Unwilling to change jobs

25%

of high demand candidates

PASSIVE

Gainfully employed
but willing to move for the right job

70%

of high demand candidates

ACTIVE

Looking on job-boards
and platforms like
SEEK.com

5%

of high demand candidates

1-PAGE WILL CONNECT ENTERPRISES TO PASSIVE CANDIDATES

REFERRAL HIRES ARE
BIGGER, BETTER, FASTER & STRONGER

Volume

#1 source for successful hires but only account for 6.9% of applicants

Quality

#1 source for new hire quality.

Speed

Fastest time from application to employment

Retention after 2 years (average)

#1 at 45% retention
(over 200% higher than job boards)

* Source — Staffing.org 2011   ** Source — Jobvite index 2012   *** Source — CareerXroads 2011 – 2012
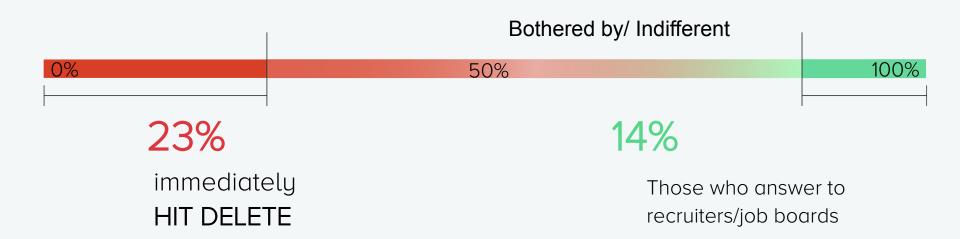
1-PAGE SURVEY HIGHLIGHTS

69%

Fortune 500 employees are being contacted for job opportunities
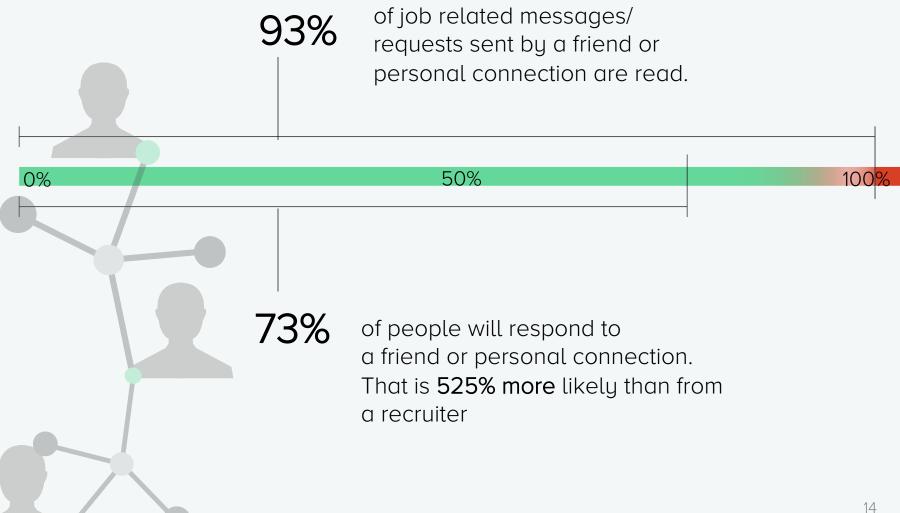
92%

Comes through **online channels**

80%

of these messages come **directly** from recruiters or job boards

Bothered by/ Indifferent

0%   50%   100%

23%
immediately
HIT DELETE

14%
Those who answer to recruiters/job boards

1-PAGE SURVEY HIGHLIGHTS

93% of job related messages/ requests sent by a friend or personal connection are read.

0%   50%   100%

73% of people will respond to a friend or personal connection. That is **525% more** likely than from a recruiter

SOURCE

1-Page | SOURCE

Recruiters do what they do best: identify and close. Employees do what they do best: validate and connect

INDUSTRY CHALLENGES

- Job board Inefficiency. Can't scale quality. < 5% of in-demand candidates

- Recruiters get < 14% response rate emailing prospective candidates

- Outsourcing recruitment costs 30% of annual salary

- More "Active" vs. "Passive" candidates and diversity issues

1-PAGE BENEFIT

- **Increase response rates** from in-demand passive candidates by **525%**

- Decrease cost per **hire to less than $1,000**

- Hire better **quality** candidates, **faster**, that **retain longer**
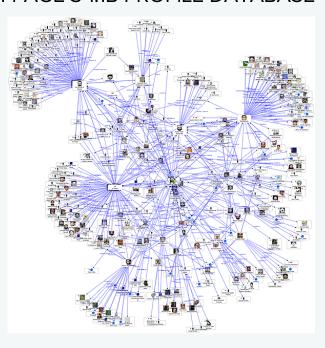
- Drive **diversity** through talent acquisition

1-PAGE SUCCESS

- 1-Page builds a custom company cloud that contains employees personal connections

- Recruiters search and target passive candidates for the company

- Employee "validate" passive candidate / personal connection as a good fit

- Employee "connects" with passive candidate / personal connection to introduce opportunity

- Recruiter "closes" warm candidate on opportunity

1-PAGE IS BUILDING ON, ENRICHING & GROWING IT'S DATABASE EVERYDAY

1-PAGE'S 1.1B PROFILE DATABASE

DATA ENRICHMENT

- Aggregates data from 70 public websites
- We work with industry leading data partners
- Enriched data is being refreshed every second

Sample selection of sites

1-PAGE SOURCE
with enriched profiles

1-PAGE SOURCE
THE ENTERPRISE VALUE PROPOSITION

4x

1-Page Source provides clients access to its database, in the form of a company cloud, compiled of all the first degree connections to it's employees. Immediately, companies can search, find and target in-demand passive candidates. 1-Page Source will show how many people in the company are connected to the candidate, determining which employee has the greatest connection strength to make the introduction.
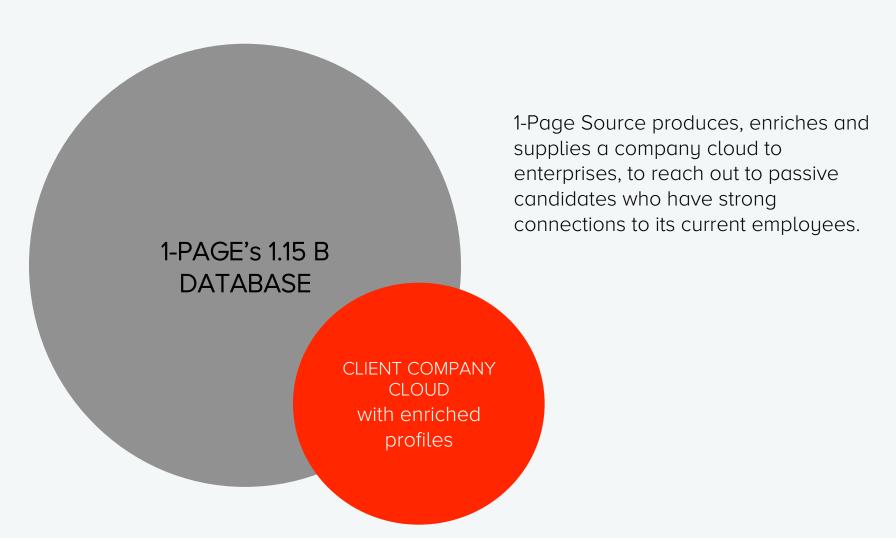
1-Page provides access to a pool of candidates four times the size of LinkedIn and sells to enterprises as a SaaS solution.
Currently it is driving 4-5 times the number of QUALIFIED candidates over every other sourcing platform combined.
A large number of a company's employees are already in 1-Page's database, as the size of
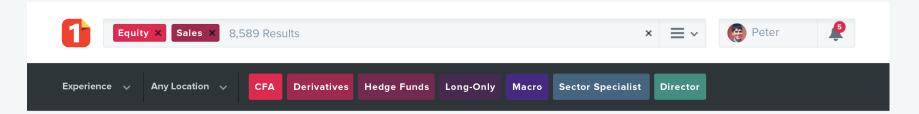1-Page's database is 1.15 billion.

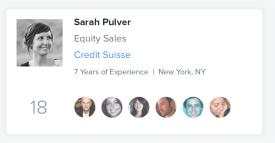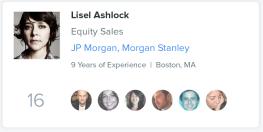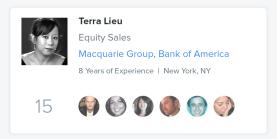# 1-PAGE SOURCE PROVIDES CLIENTS WITH AN ENRICHED PROFILE DATABASE

1-PAGE's 1.15 B DATABASE

CLIENT COMPANY CLOUD
with enriched profiles

1-Page Source produces, enriches and supplies a company cloud to enterprises, to reach out to passive candidates who have strong connections to its current employees.

1-PAGE SOURCING PLATFORM
SEARCH RESULTS

Equity ✕ **Sales** ✕ **8,589** Results ✕ ☰ ⌄   👤 Peter 🔔 5

Experience ⌄   Any Location ⌄   **CFA** **Derivatives** **Hedge Funds** **Long-Only** **Macro** **Sector Specialist** **Director**

Sarah Pulver
Equity Sales
Credit Suisse
7 Years of Experience | New York, NY
18

Lisel Ashlock
Equity Sales
JP Morgan, Morgan Stanley
9 Years of Experience | Boston, MA
16

Terra Lieu
Equity Sales
Macquarie Group, Bank of America
8 Years of Experience | New York, NY
15

Jeff Anderle
Equity Sales
UBS
7 Years of Experience | Boston, MA
12

Ethan Bliss
Equity Sales
Barclay's, Jefferies
6 Years of Experience | New York, NY
12

Olivia Bee
Equity Sales
JP Morgan, Morgan Stanley
6 Years of Experience | Chicago, IL
10

Jessica Roseberg
Equity Sales
Deutsche Bank
7 Years of Experience | Boston, MA
9

Kerem Seur
Equity Sales
HSBC, Barclay's, UBS
7 Years of Experience | Chicago, IL
7

Austin Lee
Equity Sales
Morgan Stanley
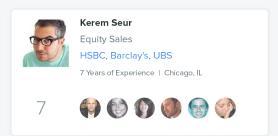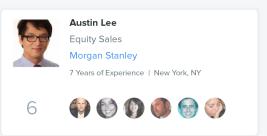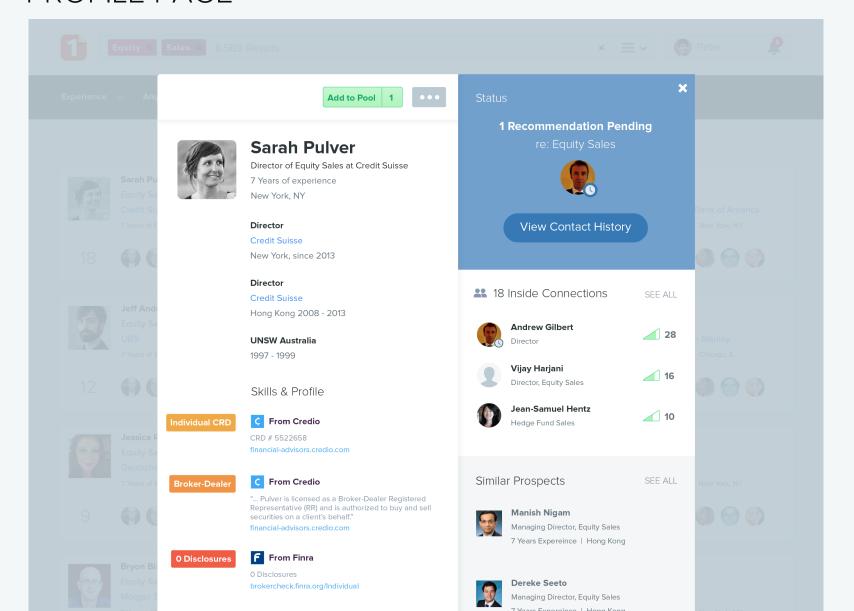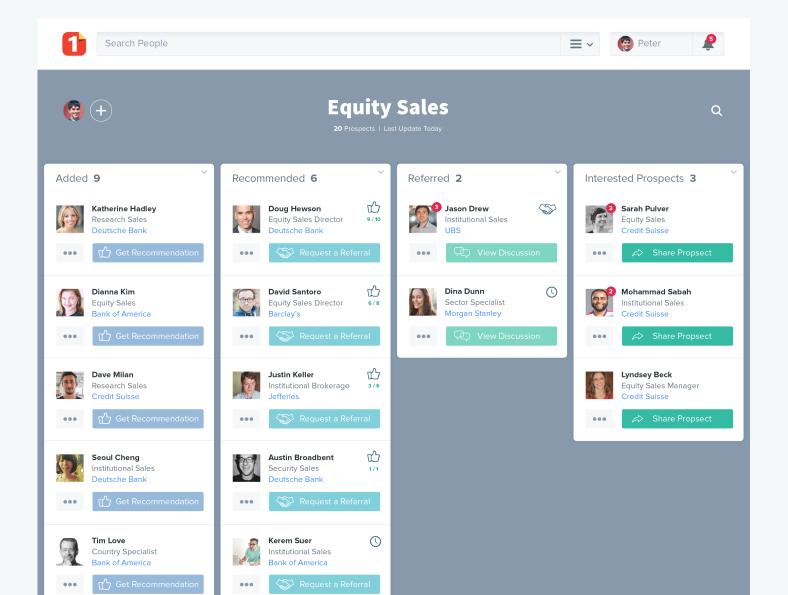7 Years of Experience | New York, NY
6

20

1-PAGE SOURCING PLATFORM
PROFILE PAGE

1-PAGE SOURCING PLATFORM
CANDIDATE PIPELINE

1-PAGE VS. JOB BOARDS & RECRUITERS

Job Board

- Target active candidates, reaching only 5% of In-Demand candidates
- Less than 2% of applicants via a job board are hired
- 68% of employers are dissatisfied with the job boards they are using. #1 reason, low applicant quality

Outside Recruiters

- Driven by placement fees (generally 30% of annual salary)
- Costly with less than 15% response rates
- Use same tools as internal recruiters to find candidates

Referrals

- Employees don't know all the open roles in their organization
- Generally refer for positions in same direct department
- Or refer an **active candidate** who has more than likely already applied for the position

1-Page

- Has an enriched database with over 1.1 Billion passive candidates to search and identify best talent

- Provides direct access to in-demand **passive candidates** through a personal connection, being a friend of an existing employee

- Drives 4-5 times the number of qualified candidates

- Proves candidate value by having them solve a unique business challenge

23

ASSESS

1-Page | ASSESS

Establish an assessment model that identifies what the candidate will do for your business in the future, instead of justifying their fit based on what they have done in the past.

INDUSTRY CHALLENGES	1-PAGE BENEFIT	1-PAGE SUCCESS
• Millennials need to be engaged and their ideas heard	• Evaluate how candidates would approach **business issues & goals** unique to your company	• Develop Challenge templates or leverage the 1-Page Challenge Writing Team
• 65% of resumes are filled with false claims	• Utilize dashboard and autoscoring to **streamline internal decision making**	• Establish a flexible assessment protocol that adheres to compliance regulations and integrates with internal systems and processes
• Managing volumes of applicants through a pipeline takes time	• Reduction in pipeline attrition and **reduced time to hire**	• Utilize autoscoring and collaborative scoring to determine advancement
• Interview strategies are centered around asking proof of claims to the past.	• **Establish clear evaluation roles** across recruiting and hiring managers	• Cohort themes, analysis sentiment, and leverage word clouds to pinpoint relevant skillsets

PANDORA

PROCEED >

BUSINESS CHALLENGE / CALL TO ACTION

You've been selected by Pandora Media, Inc. to respond to a challenge!

Location:
Oakland, CA

Author:
Pandora Media, Inc

MARKETING ASSOCIATE

People—the listeners, the artists, and our employees—are at the center of our mission and everything we do. Actually, employees at Pandora are a lot like the service itself: bright, eclectic, and innovative. As a collaborative member of our team, you will be supporting multiple facets of the business including brand, product, and partner marketing. If you feel that you are the right fit for our team, help us understand how you would approach the following scenario. You are tasked with supporting the launch of a new Hip Hop genre station. YOUR CHALLENGE is to articulate a full marketing plan which can be statistically proven to drive awareness to our existing user base. Note that using specific information regarding artists in campaigns are prohibited.

SUCCESS ELEMENTS

ABOUT THE COMPANY

At Pandora, we're a unique collection of engineers, musicians, designers, marketers, and world-class sellers with a common goal: to enrich lives by delivering effortless personalized music enjoyment and discovery. People—the listeners, the artists, and our employees—are at

UNIQUE TO THE POSITION

Help coordinate and communicate across internal teams and external agencies to smoothly implement all facets of our marketing programs on Pandora owned channels and through paid media.

SKILLS

Familiarity with marketing concepts or collaboration with media agencies. The ability to craft project and creative briefs.
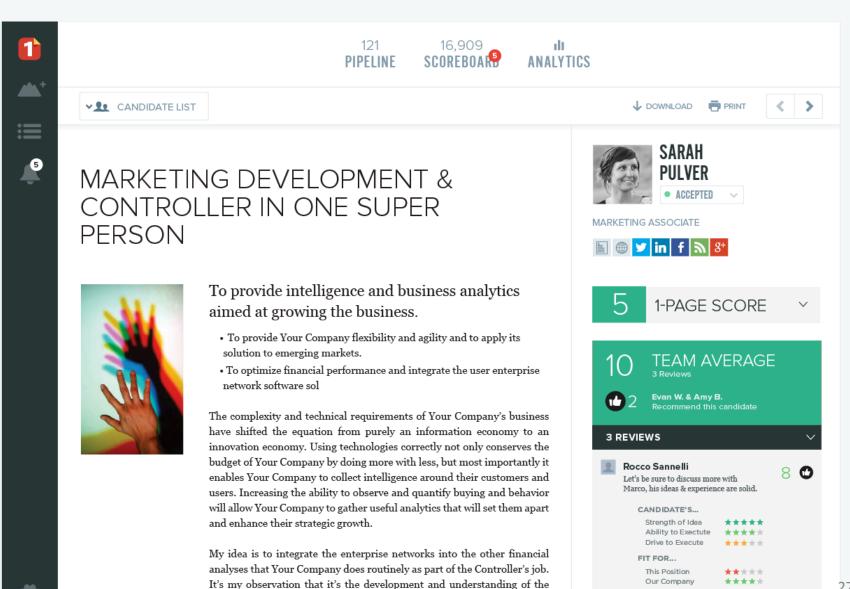
PERSONAL TRAITS

Scrappy, game for any task, and able to adapt to change. A very high level of intellectual curiosity.

CULTURAL FIT

Demonstrate a strong sense of ownership and thought-leadership. You define the word "Collaborative."

1-PAGE TALENT ASSESSMENT PLATFORM
RECEIVE JOB PROPOSALS

INNOVATE

1-Page | INNOVATION

Establish and promote a company wide culture of measurable innovation.

INDUSTRY CHALLENGES

- Company cultures are struggling to maintain a sense of shared purpose

- Identification of micro business improvements dilute through tiers of management

- Ideation from the frontlines are delivered partially baked with no business rationale

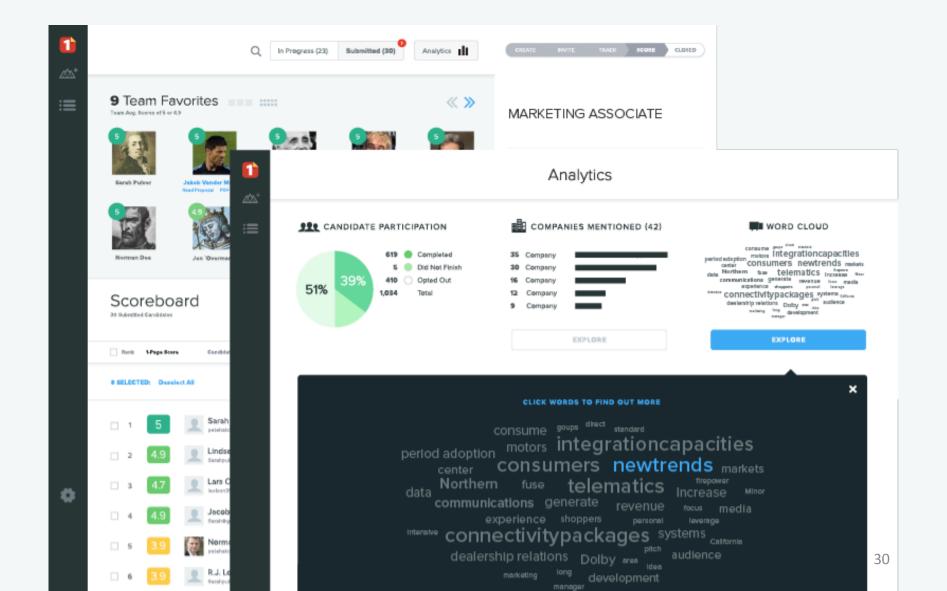- Ideas are deployed without consideration of measurable results

1-PAGE BENEFIT

- **Derive justified business solutions** from the employees closest to the source

- Establish and track relevant KPIs to **determine bottom line business impact of ideas**

- Internally **publish & collaborate results** with management

- Prove that **any employee has the power to strategically impact to the business** through innovation

1-PAGE SUCCESS

- Attract actionable ideas through an easy to use user interface

- Build and distribute idea business impact templates

- Expose analytics to defined set of users in real-time

- Build idea portfolios and snapshot historical performance of deployed ideas

1-PAGE INTERNAL INNOVATION PLATFORM
AUTO CURATION & RANKING OF SOLUTIONS & IDEAS

REVENUE MODEL

REVENUE PIPELINE AND OUTLOOK

Average employee size per customer **10,000**

Average churn rate
30% = 3000 hires a year

The average client will be paying **$1,000 per hire, a 200% saving (ROI).**

An average client is expected to be paying $300,000 on the Stage 2 contract.

- 1-Page expects on Day 1 to capture 10% of the average client's business (equating to 150 hires per year). This is due to the Sourcing Platform driving 4-5 times more qualified candidates per job for existing 1-Page clients.

- 1-Page expects to have 125 paying clients by end of December 2015.

  o 30 of which will have completed Stage 1 and rolled on to Stage 2

  o 90+ of which will be on the Stage 1 flat rate (~$25,000 for 3 month implementation period)

  o In 12 month time, 1-Page expects to have 125 fully rolled out on Stage 2

- 1-Page already has two large clients on annual Stage 2 contracts, and expects 6-7 more by September.

- 1-Page has more than 189 companies with 1,000+ employees in its active pipeline with many in the procurement and redlining stages.

1-PAGE SOURCING PLATFORM
PRICING EXAMPLE

# of Employees	Yearly Hires	Monthly Hires	% of Hires by 1PG	1PG Monthly Hires	1PG Monthly Service Fee	1PG Annual Service Fee
10,000	3,000	250	10%	25	$25,000	$300,000

Cost Per Employee	1PG Cost Per Hire	Client Cost Per Hire	Client ROI	Savings
$2.50	$1,000	$3,000	200%	$600,000

Stage 1
3 month deployment - ~$25,000 flat fee (equivalent of one month fee) including:
- Procurement
- Public Cloud
- Private Cloud
- Profile Enhancements
- Pooling
- Communication Templates
- Prove ROI

1-PAGE SOURCING - "LAND & EXPAND"

3 month trial: ~$25,000 (Prove ROI = 25+ monthly hires)

12 month contract: $300,000 (Scale ROI = 50+ monthly hires)

12 month renewal contract: $600,000 (Based on proven long term hiring)

Additional Future Add On Possibilities:

- 1PG Open Search: Public Cloud Search Product
- 1PG Analytics: Upgraded Analytic Dashboards
- 1PG Recruit: Candidate Pipelines and Communication to Qualified Application

1-PAGE INTERNAL INNOVATION PLATFORM PRICING

Max Proposals*	Price Per Proposal	Monthly Cost	Annual Cost
500	$3.50	$1,750	$21,000
1,000	$2.50	$2,500	$30,000
2,000	$1.50	$3,000	$36,000
5,000	$1.00	$5,000	$60,000
10,000	$0.75	$7,500	$90,000
Unlimited	Enterprise Pricing		

- Company will be charged per proposal over max proposal
- Can purchase aggregate proposals if paid in advance ex. 30,000 proposals for $22,500 to be used over a specified time frame

1-PAGE TALENT ASSESSMENT PLATFORM PRICING

Job Slots	Price Per Slot	Max Proposals*	Price Per Proposal	Monthly Cost	Annual Cost
5	$350	500	$3.50	$1,750	$21,000
10	$250	1,000	$2.50	$2,500	$30,000
20	$150	2,000	$1.50	$3,000	$36,000
50	$100	5,000	$1.00	$5,000	$60,000
100	$75	10,000	$0.75	$7,500	$90,000
Unlimited			Enterprise Pricing		

1-PAGE PROFORMA 12 MONTH CONTRACT PRICING

Product Category	Product Details	Time Frame	Monthly Cost	Total Cost
Sourcing	Full Deployment	12 Mo.	$25,000	$300,000
Talent Assessment	50 Job Slots	12 Mo.	$5,000	$60,000
Innovation	5,000 Proposals	12 Mo.	$5,000	$60,000
				$420,000

- Company will be charged per proposal over max proposal

LEVERAGING GLOBAL DISTRIBUTION PARTNERS & RESELLERS

UST Global

UST and 1-Page have a unique partnership which allows 1PG to sell, implement and scale into Global Fortune 1000 companies. The partnership allows 1PG to:

- **Access** to UST engineers & technical support (15,000 staff)

- **Referrals** into UST's blue chip client base

- **Credibility** – aided by UST's established vendor status, 1-Page's vetting process with key enterprises is cut significantly

- **Seamless integration** – With UST's resources, expertise and infrastructure already present with a potential client, it becomes considerably easier to add products to the potential client's systems.

AppDirect Marketplace

leading cloud service marketplace provides distribution to the B2B (business-to-business) marketplaces including Telstra, ADP, Samsung, Deutsche Telecom, Staples, Comcast et al. Provides access to more than a million businesses.

1-Page Talent Assessment Platform is available on the AppDirect MarketPlace.

ADP Marketplace

1-Page Talent Assessment Platform available on the ADP Marketplace servicing more than 625,000 clients in more than 100 countries. ADP customers can rely upon a proven, highly efficient, easily managed and reliable interface between ADP and 1-Page.

BRANCHOUT ACQUISITION

1-PAGE ACQUIRED BRANCHOUT & PROCEEDED TO BUILD A CUTTING-EDGE SOURCING PLATFORM

BranchOut (launched in 2010) was a professional networking service built as an application on Facebook that grew to become a network of 820 million profiles. When a user joined BranchOut, BranchOut gained access to their Facebook profile, their work information, their friend graphs and their friend's profile / work information. Which gave BranchOut unique social graph information with over 10 billion connections connecting the 820 million profiles.

In November 2014, 1-Page acquired the BranchOut database, and since has grown it to **1.15 billion** profiles and 31 billion connections by updating its user networks, and onboarding some of its very large clients. The connection graph continuously remains up-to-date and enriched.
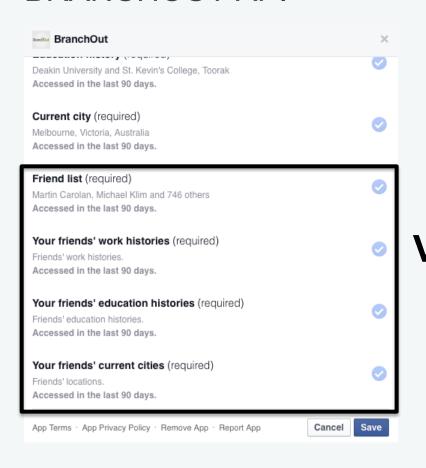
To create additional value and enrich the profiles relevant with professional data that resides outside of Facebook, 1-Page aggregates publically available profile information from over 70 public websites, matching this to the profiles in its database. The outcome is enriched, up to date profiles, which are more robust and informative than Facebook profiles. Websites from which this information is pulled includes, LinkedIn, Quora, Github, Twitter, Dribble, Xing, and more. Companies can search for candidates by job title, company, location, specific skill and certifications.
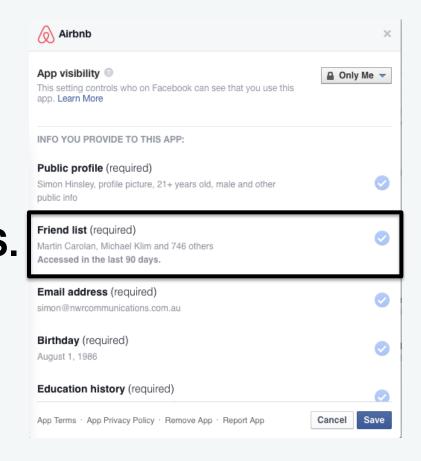
1-Page obeys all Facebook Policies.
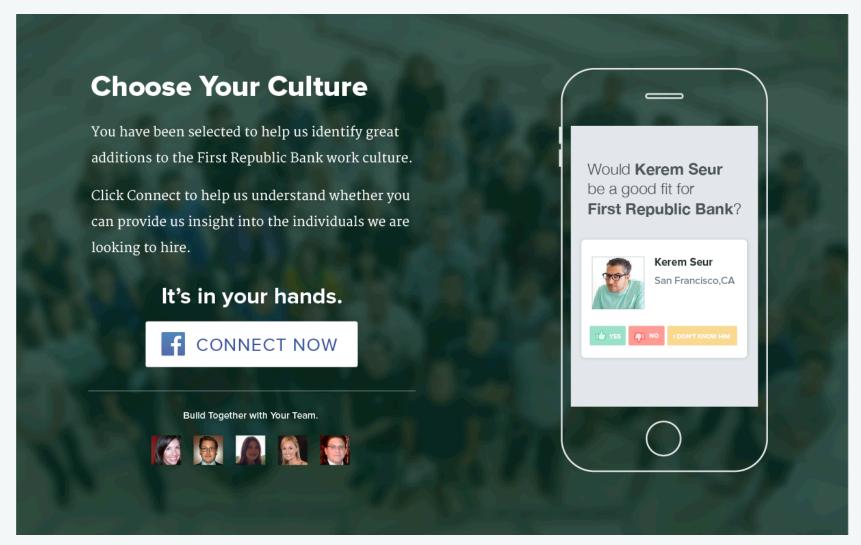
BRANCHOUT API ON FACEBOOK VS. OTHERS

BRANCHOUT API

OTHER API

VS.

EMPLOYEES CONNECT VIA THEIR FACEBOOK ACCOUNT

Joanna Weidenmiller, CEO
joanna@1-page.com

"Great jobs, world-class jobs, jobs people kill for...
Those jobs don't get filled
by people emailing in resumes. Ever."

-Seth Godin, American Author, Entrepreneur, Marketer, and Public Speaker

1-Page